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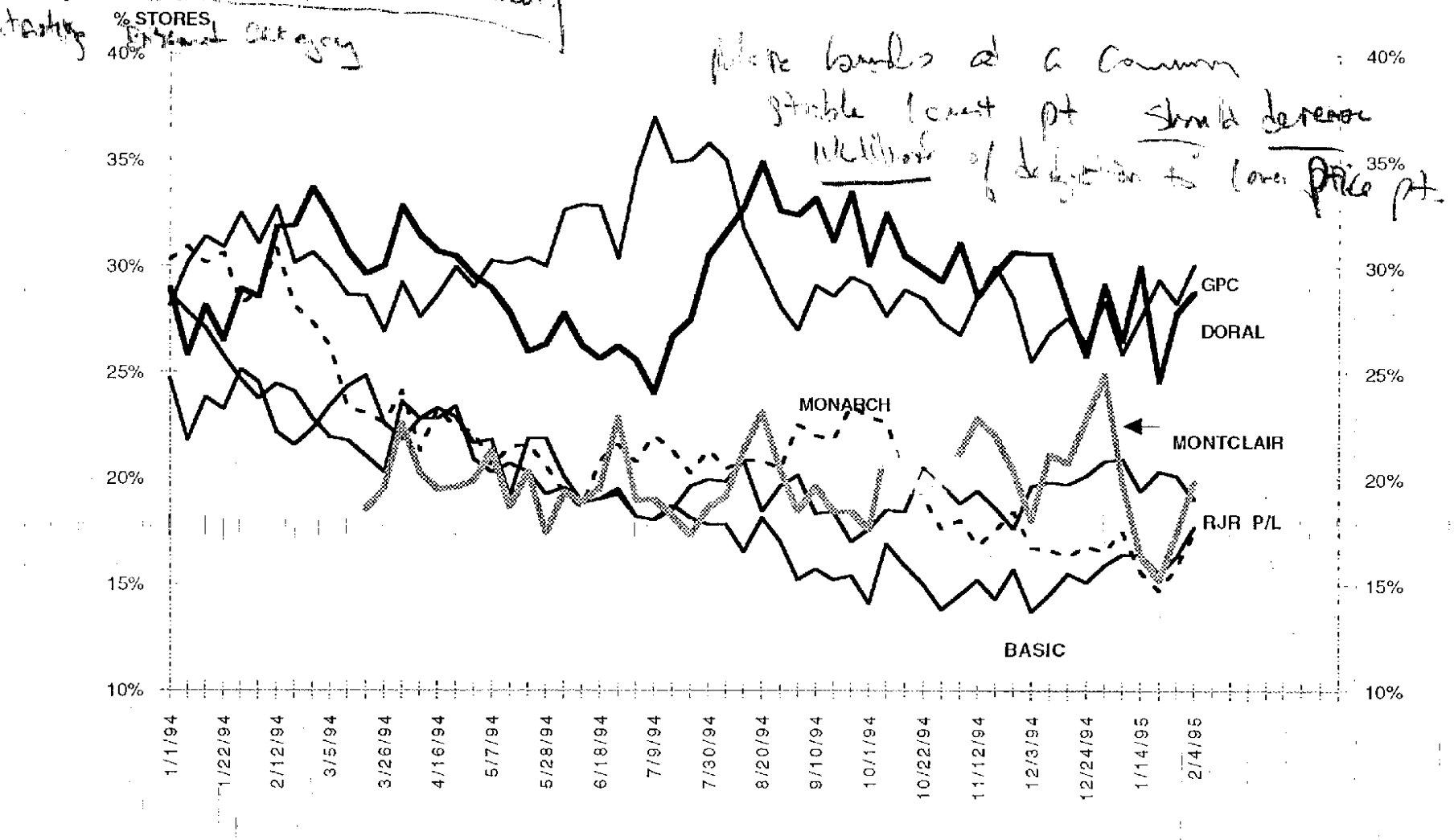
GPC AND DORAL ARE THE MOST WIDELY AVAILABLE BRANDS AT THE LOWEST PRICE POINT



SOURCE: NIELSEN PRICING AUDIT

cheapest brand over time Chart 1

Source: https://www.industrydocuments.ucsf.edu/docs/pywj0004